## IN THE CLAIMS

Please amend the claims as follows. Added text is underlined. Deleted text is struck though or shown in double enclosing brackets.

1.-26.  (Cancelled)

27.     (Currently Amended)  A sales system for coupling to a communications network, comprising:

a sales server at a network address that operates a plurality of sales interfaces, each of the plurality of sales interfaces having a unique network address, each of the plurality of sales interfaces including a corresponding set of user interface elements, the sales server includes a customization interface to receive user inputs for an arrangement of a plurality of user interface elements, the plurality of user interface elements defining display attributes for at least one of the plurality of sales interfaces, [[,]] the sales server is operative to create the impression to a first user that the first user is still using a first member site through which they accessed a first sales interface plurality of sales interfaces are being operated by different domains by operating with an address of by mapping the [[a]] first sales interface mapped to a first domain, and the sales server is operative to create the impression to a second user that the second user is still using a second member site through which they accessed a second user interface by mapping an address of a the second sales interface mapped to a second domain different from the first domain, the first domain being a sub-domain of an address mapped to the first member site, the second domain being a sub-domain of an address mapped to the second member site, and the first sales interface includes links to a first set of pages not operated by the sales server but being mapped to the first member site domain, and the second sales interface includes links to a second set of pages not operated by the sales server but being mapped to the second member site domain; and

a central database system adapted to:

store listings of items for sale received from the plurality of sales interfaces, the listings of items for sale are indexed by the sales server, the listings are offered on at least one of the plurality of sales interfaces,

receive bids for the items for sale from the plurality of sales interfaces, and

store the received bids in an item bidding history.

28.     (Previously Presented) The system of claim 27 wherein the sales server further operates

to generate a Domain Name Server (DNS) mapping of sub-domain names for the first and

second sales interfaces, wherein at least a portion of each of the sub-domain names is consistent

with the unique network addresses of the corresponding first and second sales interfaces.

29.     (Previously Presented) The system of claim 27 wherein the first and second sales

interfaces presented are each operative to present a plurality of linked pages.

30.     (Cancelled)

31.     (Previously Presented)  The system of claim 27 wherein the first sales interface includes

elements that are also included in the first set of pages and wherein the second sales interface

includes elements that are also included in the second set of pages.

32.     (Previously Presented)  The system of claim 27 wherein the first sales interface includes a

header that is also included in the first set of pages and wherein the second sales interface

includes a header that is also included in the second set of pages.

33.     (Previously Presented)  The system of claim 27 wherein the first sales interface presented

includes interface elements that include at least part of a name of the first domain, and wherein

the second sales interface presented includes interface elements that include at least part of a

name of the second domain.

34.    (Previously Presented)  The system of claim 27 wherein the sales server is further
operative to:

provide a customizable user interface for the plurality of sales interfaces;

receive a user arrangement of a plurality of user interface tokens, the user interface
tokens defining display attributes of at  least one view of at least one of the
plurality of sales interfaces, wherein the user interface tokens represent parts of
the sales interface that are moveable or customizable.


35.    (Currently Amended)  A sales system for coupling to a communications network,
comprising:

a first sales interface at a first network address, the first sales interface including a first
set of user interface elements;

a second sales interface at a second network address, the second sales interface including
a second set of user interface elements;

a sales server at a third network address that operates the first and second sales interfaces
while providing an impression that they are being operated by different entities, the sales server
includes a customization interface responsive to user input to define the first and second sets of
user interface elements, the customization interface is operative to provide different headers for
the first sales interface and for the second sales interface, and the first sales interface includes
links to a first set of pages not operated by the sales server but being mapped to the first domain,
and the second sales interface includes links to a second set of pages not operated by the sales
server but being mapped to the second domain;

a first server at a fourth network address to operate the first set of pages;

a second server  at a fifth network address to operate the second set of pages; and

a central database system adapted to:

store listings of items for sale [[from]] submitted by the first ~~and second~~ sales
interfaces, the listings are offered on the first sales interface [[or]] <u>and</u> the second
sales interface[[,]]<u>;</u>

receive bids for items from the plurality of sales interfaces; and

store the bids in a item bidding history.

36-37.   (Cancelled)


38.     (Currently Amended) A sales method for operation through a communications network, comprising:

      receiving customization commands from a first accountholder;

      receiving customization commands from a second accountholder;

      presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder;

      presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder,

      the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and the steps of presenting present the first networked sales interface at a first domain and present the second networked sales interface at a second domain, and the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain;

      storing listings of items for sale in a central database system adapted, the listings received from the first ~~and second~~ sales interfaces, the listings are offered on the first sales interface [[or]] and the second sales interface;

      indexing the listings[[,]];

      operating the first set of pages by a first server;

      operating the second set of pages by a second server[[.]];

      receiving bids for items from the plurality of sales interfaces; and

      storing bids in a item bidding history.


39.     (Previously Presented)  The method of claim 38 wherein addresses of the first and second networked sales interfaces are mapped using DNS mapping.

40.    (Previously Presented)  The method of claim 38 wherein the steps of presenting are operative to present each of the first and second networked sales interfaces as including a plurality of linked pages.

41.    (Cancelled).

42.    (Previously Presented)  The method of claim 38 wherein the steps of presenting present elements in the first networked sales interface that are also included in the first set of pages and present elements in the second networked sales interface that are also included in the second set of pages.

43.    (Previously Presented)  The method of claim 38 wherein the steps of presenting present a header in the first networked sales interface that is also included in the first set of pages and present a header in the second networked sales interface that is also included in the second set of pages.

44.    (Previously Presented) The method of claim 38 wherein the steps of presenting present the first networked sales interface as including interface elements that include at least part of a name of the first domain, and present the second networked sales interface as including interface elements that include at least part of a name of the second domain.

45.    (Previously Presented)  The method of claim 38 wherein the first and second domains belong to different legal entities.

46.      (Currently Amended) A sales method for operation through a communications network, comprising:

     receiving customization commands from a first accountholder;

     receiving customization commands from a second accountholder;

     presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder;

     presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder,

     the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and the steps of presenting present the different headers for the first networked sales interface and for the second networked sales interface, and the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain;

     receiving listings of items for sale at a central database system, the listings received from the sales server, the central database to store the listings, the listings are offered on the first sales interface or the second sales interface;

     storing the listings in a central database;

     indexing the listings;

     receiving bids for items from the plurality of sales interfaces;

     storing bids as a series of item bidding history[[.]];

     operating the first set of pages by a first server; and

     operating the second set of pages by a second server.


47.-48. (Cancelled)

49.     (Previously Presented) The system of claim 27, wherein the first server and the second server are operated by different legal entities.

50.     (Previously Presented) The system of claim 27, wherein the first domain includes a domain name for the first server that includes a subdomain name for the sales server that includes a subdomain name for the first user interface, and wherein the second domain includes a domain name for the second server that includes a subdomain name for the sales server that includes a subdomain name for the second user interface.

51.     (Previously Presented) The system of claim 27, wherein the sales server is an auction server and wherein a first registration process is utilized to access the first server and wherein a second registration process is utilized to access the second server.

52.     (Previously Presented) The system of claim 27, wherein the sales server is an auction server and wherein the auction server is accessed without first accessing the first server, and wherein the auction server is accessed without first accessing the second server.

53.     (Previously Presented) The system of claim 27, wherein the sales system is an auction system, and wherein the sales server is an auction server, and wherein the first set of pages are used to access the first sales interface.

54.     (Previously Presented) The system of claim 53, wherein the first sales interface is used to receive a bid from a user.

55.     (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface.

56.     (Previously Presented) The system of claim 53, wherein the auction server is to generate the first sales interface to resemble the first set of pages.

AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.116 - EXPEDITED PROCEDURE
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57.     (Previously Presented)  The system of claim 27, wherein the sales system is an auction system, and the items for sale are auction items, wherein the first and second sales interfaces are auction interfaces.

58.     (Previously Presented) The system of claim 57, wherein each auction interface corresponds to an auction site, and wherein the central database system is adapted to store auction items available on the auction sites.

59.     (Previously Presented) The system of claim 58, wherein the sales server is an auction server, and the auction server is further adapted to receive bids from the auctions sites.

60.     (Previously Presented) The system of claim 59, wherein the auction server is further adapted to store the received bids in the central database system.

61.     (Previously Presented) The system of claim 60, wherein the auction server is further adapted to index the received bids.

62.     (Previously Presented) The system of claim 61, wherein the received bids are stored as part of a series of item bidding histories in the central database system.

63.     (Previously Presented) The system of claim 62, upon expiration of an auction period for an item, the auction server determines a highest bid and compares the bid to a reserve price, wherein if the highest bid is above the reserve price the bid is successful.

64.     (Previously Presented) The system of claim 57, wherein the auction server is adapted to receive a listing file from a user and merge the listing file into the listings stored in the central database system as a series of listing items.

65.     (Previously Presented) the system of claim 64, wherein the auction server comprises a publisher subsystem adapted to create at least a portion of the first or second sales interfaces prior to receiving a user request.

66.     (Previously Presented) The system of claim 65, wherein the publisher subsystem stores an object model representation of the central database system, wherein the representation is for accessing data in the central database system in generating the first or second sales interfaces, and wherein the representation is modified on retrieval of changed records from the central database system.

67.     (Previously Presented) The system of claim 66, wherein the publisher subsystem maintains a dirty bit to indicate a change since the last generation of the first or second sales interfaces.

68.     (Previously Presented) The system of claim 67, wherein the publisher subsystem scans the central database system to find changed records, and applies rules to determine which changed records incur modifications to the representation.

69.     (Previously Presented) The sales system of claim 27, wherein the sales server provides an auction service on the plurality of sales interfaces.

70.     (Previously Presented) The sales system of claim 27, wherein the sales server generates a web page for each of the plurality of sales interfaces.